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ISSUE

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CAPITALISM AND PATRIARCHY: LOVE, MARRIAGE AND INSTITUTIONS YOU CAN T DISPARAGE

Kate Bailey writes the first article in a series on the relationship between capitalism and patriarchy, and the consequences of these systems for the modern woman of 2015. Whilst these ideas are not new, it is on topic in addressing the frustrations many men and women feel in the never-ending quest for equality. This week, we look at the issue at face value and begin to ask the important questions in understanding this 'hella complex' mess we've be left with.

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In the title of this article, I have listed three of the most oppressive societal structures in existence: capitalism, patriarchy and marriage. They're different structures, certainly, but all three are intertwined in a way that perpetually denies equality to women and men. Capitalism is the economic modelling system for most Western nations. Patriarchy is the oppression and objectification of women by men which has subsequently led us to the complete lack of gender equality within society. Marriage is the economic, emotional and religious binding of a man to a woman - and the beacon of security and romantic success for modern people.

In considering the role patriarchy has played in capitalism, there are questions of us as feminists and there are questions of us as humans: are the gender roles we see in media the product of capitalism? Were women as a revenue stream too enticing for those edging in for their slice of the dream of the free market: corporate domination? Walk down the street, turn on your TV or radio and really listen: are women really treated the same as men, and can you hear the patriarchy shining through what we are sold? I specifically say patriarchy and what that means needs more clarifying. I am saying that capitalism is a product of patriarchy

but that what we're sold is a symptom of both patriarchy and capitalism intertwining - because you can't have one without the other.
The idle imaginings of potential debates sways me to state: to argue brain size or physicality differences

in men and women, or the way this all came to be as natural is no longer a relevant argument to negate the change what those for equality are asking for today. Today, gender equality does not exist. I am not fighting for my rights 100 years ago, I am fighting for my rights tomorrow. It's the only way forward, really. Recognising the development of capitalism as a patriarchal concept won't change it to never having happened. It is now simply there to recognise what birthed the system that is not working, today. That I, as a woman, do not accept because I do not have equal rights. I, and millions of women (and men) across the world want to see these changes.

Gender roles are perpetuated by capitalism in every way. Particularly in the aesthetics worlds of fashion, beauty and lifestyle media but even in workplaces or industries previously considered 'for the man': mining, tech and armed forces. We are constantly divided labour roles by gender, which means constantly marginalising a women's contribution.

Birthed by ego and the idea of creating hierarchy through monetary success, it's no surprise there was no blueprint for failure in regards to capitalism. Well, it just couldn't fail! Yes, sure. And the Titanic couldn't sink. You can't blame the societies that believed in this - they don't know what we know now. But we do. The other question is: what don't we know, actually? What is right before us in every way, but our expectations and social programming don't allow our sense of justice to negate it? Subliminal messaging. Stay with me here, guys! We will cover this in the future. In the articles that will follow in this series, we will enforce the above statements with facts and answer the questions we raised. We will delve into women as an industry, women as a corporate perception and as the married woman and how we can contribute to changing these perceptions and facts in an effort to move past the inconceivable inequality the combination of patriarchy and capitalist ideals has led us to today.

Smart Girls At The Party

Naomi Dodds writes about her love for Amy Poehler's Smart Girls.

With the 'Lad Bible' shares, the 'Which Type of Pasta Are You?" quizzes and yet another school friend having yet another baby, Facebook is hardly rife with heart-warming life affirmation; but it can be. Enter Smart Girls. Smart Girls (also known as Amy Poehler's Smart Girls) is the brainchild of Amy Poehler (Leslie Knope, SNL alum, and one half of the best BFFs of all time) who is blurring the lines between life and fiction with her Knopeish dedication to all things Girl. Smart Girls launched a scant few years ago on Youtube as the web series "Smart Girls At The Party" with Poehler teaming up with friends Meredith Walker and Amy Miles to create anything from Talkshow-like segments with fellow Smart Girls, to profiles on regular Jos performing show and tell with all the smart stuff they know.

By far the runaway favourite of all the videos is the Ask Amy series, which is so beautifully simple it's almost infuriating. Girls ask Amy Poehler for advice: a barefaced, exhausted Amy Poehler (Often between takes on set of Parks & Rec) offers wit and wisdom in return. It's an infallible formula, especially given the sincerity and warmth that Poehler radiates even behind the tiredest of eyes. It parallels Rookie's 'Ask

a Grown...' series, in that youngsters (not exclusively girls) look to their elders to impart wisdom and knowledge that only experience can give. If you think only young people can benefit from this, you're wrong - I'm a 27 year old in a live-in relationship and you can bet your ass I still want to hear Amy Poehler's love advice.

From these humble-ish beginnings on Youtube they've since snowballed into a multi-channel entity, it's a social media hub, an advocacy group, and for a few lucky girls it's even a summer camp – which I like to think will be exactly like the Pawnee Goddesses – and while I might still get ID'd, unfortunately you have to actually be under 18 to attend. This really isn't something to be scoffed at in the internet age where things can spawn and die in the life span of a single Buzzfeed listicle, this is an enduring natural progression and it's a great barometer for Smart Girls that people are buying what they're selling. We're fast approaching a tipping point in the way we treat our girls and Smart Girls aren't the only ones who have noticed, they sit amongst other great initiatives like Black Girls Code, A Mighty Girl, GoldieBlox, and The Girl Effect all of whom are amassing followers, support and even making a living from this growing movement. And it's not a niche market - GoldieBlox ran a Superbowl ad last year, and if that isn't a herald in new attitudes towards girlhood, I'm not sure what is.

While people argue themselves silly over whether or not Nicki Minaj can be a role model in nothing but a thong and nipple pasties, or whether it's even fair to expect women to be role models while their male counterparts can behave however they like with little consequence, Smart Girls are quietly willing to take the mantle: They're role models, and proud of it. They hold an unwavering focus on the fundamentals of feminism – something that seem to get waylaid in our endless mobius strip discussion of Lena Dunham's bare breasts – and that is the notion that a woman can change the world, and they're just as good at it as boys are to boot.

Ultimately my favourite thing about Smart Girls is how diverse it is, both in its subject matter, and the women who contribute towards it. Smart Girls is a living breathing model of doing intersectionality 'right'. It's a slap in the face to both the Caitlin Moranic view of "literally [not giving] a shit about it" and the near-mythical Social Justice Warriors on the other side of the coin; it's a natural diversity that's not shamelessly shoe-horned into the discussion. It's "I am woman, hear me roar" but that woman might just happen to be trans, or in a wheelchair, or both.

Smart Girls is a safe space on the internet for girls, which in itself is something we should cling to like a life raft, and it's accessible and fun which are reasons enough to go along for the ride. Smart Girls is a fun, inspiring way to kill five minutes on Facebook without slipping into a pit of self-loathing afterward, and perhaps most importantly Smart Girls, at its essence is just women celebrating women: It's like Lilith Fair minus the angst. Plus frittatas.

For more on Smart Girls, visit amysmartgirls.com.

Interview Joanna Kiely

Lea Brinon speaks to the London-based photographer about her work and involvement in the Girls Don't Do That zine.

21 year old Joanna Kiely has been a photographer for five years. Her style - unique, vibrant and committed - caught my eyes instantly when I looked through a photos series of hers. Through her composition, dominated by punchy colours and geometrical figures, Joanna creates a work "revolving around gender and perception", taking "colourful and satirical" pictures. Kiely also runs the collective Girls Don't Do That, aiming to show how omnipresent sexism is in our society and introducing us to new and talented female artists.

Tell us a bit more about Girls Don't Do That and what made you want to start the project?
I started it because I find sexism incredibly stupid but it's dismissed as normal so much in our society. I wanted to highlight that at the same time as celebrating talented people and their work.

You describe your work as "revolving around gender and perception". What does that involve and how do you think your photographs show these themes?
I like to play with what is expected of people and things; what they're supposed to look like or be. I don't know if this always comes across but it's something I always think about. Things like how pink is expected to be for girls or being a certain sexuality fits you into a certain stereotype, like being camp or having short hair. But when you say that in plain english it sounds as stupid as it is, and that's what I like to highlight, in both my work and the zine.

Do you think photography can be force for change regarding gender stereotypes? How?
Exposure. The larger audience it reaches, the higher the impact in makes on people. It gets people thinking and talking, and people start accepting things they might not have usually been ready to accept before.

This is an excerpt. To read the full article, visit tyci.org.uk. For more on Joanna, visit joannakiely.com or girlsdontzine.tumblr.com.

TALK NERDY TO ME

Warlords of Draenor, World of Warcraft's newest expansion, has just hit the shelves and gamers worldwide have gone crazy for it. But is Azeroth an inviting place for women? Fen McCallum spoke to Warcraft fan Lorna Atkinson to find out.

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What is The World of Warcraft (WOW)?
It's an MMO RPG, which is a Massive Multi Player Online Role Playing Game, where you have the Alliance and the Horde. There are different races, different classes, and you can explore this world.

What initially attracted you to WOW?
My boyfriend at the time was playing it, and a few of his friends were, and we had a lot of friends who were all in a group. We called ourselves Haggis Hunters… I was introduced through that, and now I've been playing for quite some time.

Are women represented differently to men in the game?
I would say women are sexualised a little bit more. My best example is whenever you're levelling a blood elf, there is a set of scale mail armour that for the men has trousers that are full, length trousers, but for women it's a bikini. It's the exact same armour statistically, but for men it's trousers, and for women it's a thong. It's definitely more sexualised to play a woman.

Are other players that you game with aware that you're female?
There are a few who are aware, and some that are not. I don't go out of my way to say I'm a female in the game because there are a few players out there who are just, well – it's an MMO RPG, and some people have nicknamed that; "Many Men Online Role Playing Girls". There are a few people with personalities like that.

Do they treat you any differently because of your gender?
No, it's never made a difference. No matter whether I've been my druid, and I've been healing, or I've been my hunter and playing DPS (Damage Per Second), it's never made a difference for me whether I'm male or female.

This is an excerpt. To read the full article and more in the Talk Nerdy series, visit tyci.org.uk.

Nina Glencross speaks to the women behind a new body image initiative.

From pop music videos to celebrity magazine covers, we are all too often bombarded with conflicting messages of what it means to have the 'perfect' body. "Too fat", "too skinny", "too pale" and "too short" are just some of the statements spouted by the mainstream media on a daily basis, perpetuating the problem of body image issues. Emma Diamond, from Paisley, decided enough was enough and, along with photographer friend Donna McGowan, started the No Filter Project, a photo-based "Body Image Awareness Revolution". We spoke to Emma to find out more.

How did the No Filter Project start? What were the reasons behind it?
I had the idea for the project a while back, and when I mentioned it to Donna she was really keen to get on board, so it's totally grown from there. I think it's something everyone has a strong opinion on, and affects everyone in one way or another. After having conversations with my friends I realised we're all

really unkind to ourselves, and are constantly comparing ourselves to other people now. This has got even worse recently as now we're not only being shown untrue images from the media, but now also through social media.

What do you hope the project will achieve?
My main goal is to help people feel comfortable in their own skin, and realise that we're all amazing and unique in our own way. I said at the start if I helped one person feel more confident I would be happy, so I've been amazed how much an impact it's had on every girl who was involved in our project, and even people just reading about it.

What would you describe as a positive body image?
Basically feeling comfortable in your own skin. Eating well and exercising for yourself, but not obsessing over it in a bid to look like someone else. Realise that we don't, and can't all look the same - and that's OK. Variety is the spice of life.

What do you believe are the main problems with the portrayal of body image in the media?
By far Photoshop. It baffles me that it's even still allowed to be so widely used. If advertisements for mascara for example use lash inserts, they need to write that as a disclaimer. However magazines Photoshop people's bodies until they're barely recognisable, and don't even have to acknowledge that they've done it. It's very irresponsible.

Tell us about your first photo shoot. How did the women get involved? How did the shoot go?
It was brilliant. We weren't sure how it was going to go as we'd never done anything like this before. Donna and I have worked on loads of fashion photoshoots together, but this was completely different. The girls were a mixture of friends of mine I'd asked, to a couple of girls who had volunteered after I put a status on Facebook asking for people to get involved. It was such a fun day, we all really enjoyed it.

A few days after setting up the page, the project was covered by STV Glasgow. Were you surprised by such recognition so early on?
To be honest, by that stage, not really. Since we started talking to people about the project and showing the images around there has been a huge response from so many people. Our page received over 500 likes in only a week, and that's just from up sharing pictures and keeping the page updated. People are really passionate about this subject, so it's been really encouraging for us to see such a fantastic response so early on.

For more on the No Filter Project, visit facebook.com/nofilterrevolution.

A Crying Shame

Kate Bailey talks tears.

We are taught crying is extreme, irrational and that it is often associated with some feminine hysteria.

Fuck that.

Crying is communication. It's expressive. It's natural. For all of the research, poor and otherwise, (and for real, check the clusterfuck out), no one notes that people just do it - we're humans and we do this thing. There are the common, overwhelmingly similar stories of crying in public, crying in front of co-workers that link to this idea of shame, that to cry implies a weak point and an inability to control ourselves. Simply: if so many people feel it so naturally, why do we persist with these implications it makes us flawed? For, we

are simply human. Why can a person punch a wall in anger and we 'understand' but I can't sob through mine? Or, wail. Or, howl. Those feel good too.

Of course, crying is not always appropriate - but neither is anger, raised voices, laughter, rudeness and yet - these are all perfectly acceptable expressions of 'existing'. Moderation of reactionary behaviour is the underlying issue here not the crying, or other behaviours. We can all, and should, be striving to improve and moderate how we treat people, if only to create calm for ourselves in trying situations.

Perhaps it goes without noting the author is a 'crier', who even cried during Coyote Ugly when all of Patron of the Queer Arts Piper Perabo's money was stolen from her freezer. Who doesn't know how shit it is to be in a new place and everything's hard because you feel like a fifteen year old in a bad man's world? Crying often expresses our empathy. To cry at the awful news on the TV, to cry for our causes, to cry for our loved ones - we must cultivate our empathy by not denying the natural reactions it brings. Maybe it's perceived this is 'good crying', but as such, it's still considered an extreme reaction. Either way, our compassion and vulnerability should not isolate us from people. That's so illogical and outdated.

I move the motion for change, by means of doing it if you feel it. And not feeling guilty after it. And when someone questions you, or belittles you or implies you're dramatic (and check yo' self on this point, remember: rational, individual responsibility) simply say: "I understand how you could perceive crying as extreme, and it may make you feel uncomfortable, but I am honest in how I express myself and sometimes I cry. I appreciate you understanding." Maybe that sentence seems stupid, so frame it how you please, but it's really that simple. It's much better than feeling your face flush, and your eyes burn and like there's a 8 ball in your throat - struggling to breathe because you're trying not to cry and essentially suppressing a natural biological function.

Crying is like the moonlight - it's going to happen later, it eventually comes to just be and we can't control it and then it goes. And if I learned anything from bawling in Coyote Ugly, it's that you can't fight the moonlight.

For more of Kate's writing, visit littlejoy.de.

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The latest episode of the TYCI podcast is online now and can be found at soundcloud.com/tyciblog. Our next Subcity show will be Thursday 5 February, 5 – 7pm. Tune in at subcity.org/shows/tyci.

TYCI is a collective run by women.

We have a website where we write about things which affect us and put together features on art, theatre, music, film, politics,current affairs and most things in between. We also talk about similar stuff on our monthly podcasts and radio show on Subcity.

This zine is a collection of some of the content from our site and is distributed in conjunction with our monthly live events.

If you would like to get involved, reply to any of our articles or just generally say hi, hit us up on contact.tyci@gmail.com or visit tyci.org.uk.

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